

PhD research pre-proposal

Code: BEAR-2021/PhD1	
Title: Managing Actors in Business Ecosystems: Towards a Framework for Economic Sustainability	
Supervisors: Prof. Albrecht Fritzsche (UIR)	
Host college: College of Management, Rabat Business School	Host research unit: BEAR Lab

SUMMARY OF THE RESEARCH PRE-PROPOSAL

The doctoral student will perform in-depth case studies of different business ecosystems. He or she will investigate how organizations sustain their integrity as economic actors in their relations with others, concerning the organizations' ability to innovate and to make entrepreneurial decisions. The doctoral student will identify patterns of organizational behavior from the case studies and develop an abstract model of platform dynamics concerning the economic sustainability, which can be tested using simulations and empirical studies in the field.

REQUIRED ACADEMIC QUALIFICATIONS & SKILLS

Solid knowledge of entrepreneurship and innovation. Basic understanding of the platform economy and business ecosystems. Proven ability to write meaningful academic texts, interest in A.I. technology and willingness to learn.